



Doing Business with the USA

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Nigeria
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U.S. Commercial Service



The U.S. Commercial Service is a program of the U.S. Department of Commerce's International Trade Administration.

Our mission:



- To promote the export of goods & services from the United States, particularly by small- and medium-sized businesses
- To represent U.S. business interests internationally
- To help U.S. businesses find qualified international partners

Our Network & What it can do for you



- Trade specialists in 108 U.S. cities and more than 150 posts in 80 countries worldwide...

We can...



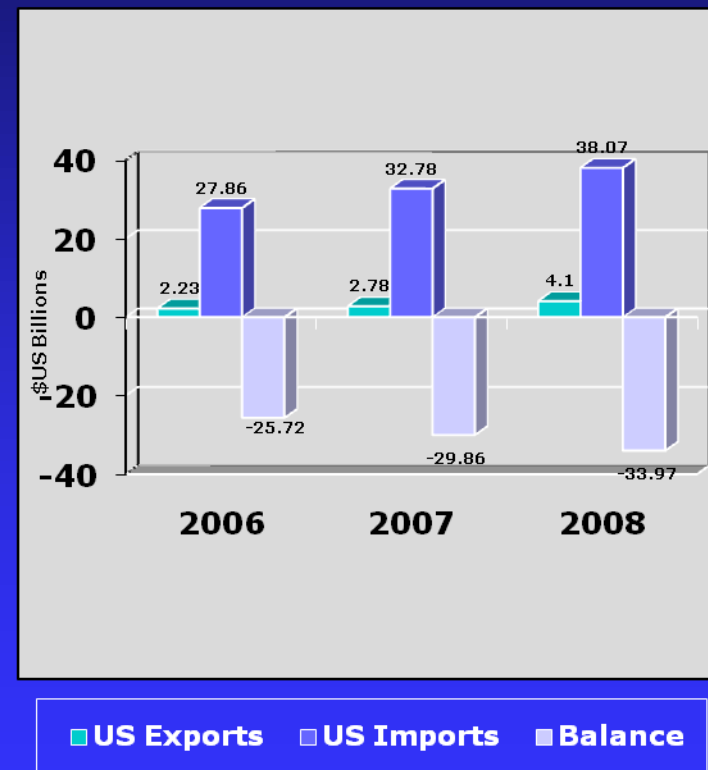
- Locate U.S. products, services, or business partners
- Introduce your company to thousands of qualified U.S. companies at local and U.S. trade shows

US Trade With Nigeria



- Total US-Nigerian trade in 2008 was \$42 billion.
- Nigeria ranks #17 trade partner with US.
- 2008 US Exports \$4.1 billion, up 48%
- Primary US exports – vehicles (24%), grains (23%), oil & gas field equip., aircraft, construction equip, ITC.
- Primary Nigerian exports to US – petroleum prods. (99.4%), organic chemicals, cocoa, rubber.

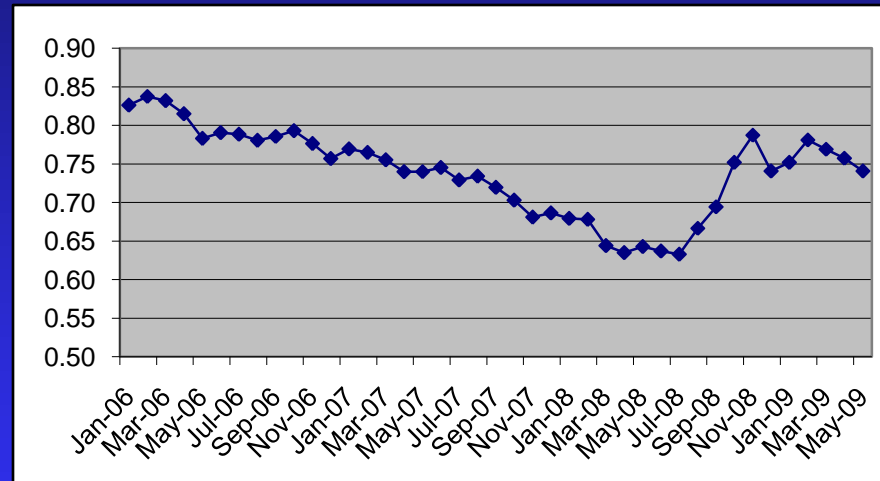
US Trade with Nigeria - Total



Favorable Exchange Rates Make US Products and Services Very Competitive



Euro/\$US Exchange Rate



US economic slowdown means more US companies are focusing on external market

American Business Can Help You Compete



- In today's globalized economy, one has to compete with the rest of the world, even in the home market.
- As partners, US Companies offer global experience, expertise and sound business philosophies to help you make the right business choices in local, regional and global markets.
- US Companies also offer an abundance of venture capital options, joint venture opportunities and other tangible support mechanisms to help Nigerian companies invest to compete.

Commercial Service Products & Services



- NUSA
- International Buyer Program
- ICP
- Trade Missions
- Trade Events
- Gold Key
- Trade Counseling
- Advocacy





USCS *B-2-B* Services available to Nigerian Companies

- Due diligence
- Trade missions
- Delegations to US Trade Exhibitions
- Contacts
- Trade and Investment leads
- Commercial Reference and Counseling

Networking with the USA

NUSA



- **Introduction:**

- A unique CS Nigeria program providing accreditation to participating Nigerian companies seeking business relationships with the U.S.
- NUSA membership is key to participation in CS Programs.
- Over 3,000 vetted NUSA members, more enrolling daily.

- **Membership/Registration:**

- Vetting process including registration, verification of credentials, interviews, and unannounced site visits.
- Basic and Enhanced registration options.
- Renewed every 18 months.
- Apply on-line at – www.buyusa.gov/nigeria.

International Buyer Program



- Delegation coordination to major trade shows in the US
- Organized in conjunction with FCS-appointed local travel agency
- Including travel logistics and on-site business counseling
- Benefit from travelling with a USG recognized group
- Nearly 30 shows a year



Trade Missions



Bringing U.S. and Nigerian businesses together to form partnerships, develop business, and explore relationships

- Ex-Im Bank Transportation Trade Mission, November 2007.
- USDOC Sub Saharan Business Development Mission in March 2008.
- NACC Trade Mission to US, May 2009.
- Proposed Agricultural Equipment and Technology Trade Missions to and from US later in 2009



Our Website



www.buyusa.gov/nigeria

- Business Service Providers page
- Featured U.S. Exporters – FUSE
- Upcoming events
- Information on services available

Individual Counseling Sessions



- Commercial Specialists Available to Assist you

Looking for U.S. Products, Services or Partners?

Put our network of experts to work for you. More than 100 offices in the U.S. and 150 worldwide will help your company find U.S. products and services.

 www.buyusa.gov



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